



**CITIZEN'S REVENUE REVIEW AND  
ECONOMIC COMPETITIVENESS COMMISSION**

**MEETING MINUTES FOR  
THURSDAY, JANUARY 7, 2010, AT 4:00 P.M.  
CONFERENCE ROOM A (12<sup>TH</sup> FLOOR),  
CITY ADMINISTRATION BUILDING  
202 C STREET, SAN DIEGO, CALIFORNIA**

---

The meeting was called to order at 5:30 PM by Chair Bob Nelson.

**Commissioners Present:** Barros, Morton, Singh, Standifird, Bonanno, Nelson, Moser

**Commissioners Absent:** Gin

**NON-AGENDA PUBLIC COMMENT:** None.

**COMMISSION COMMENT(s):**

- Chair Nelson discussed the creation of a Peer Review Panel.

**COUNCILMEMBER, CITY ATTORNEY, IBA, AND MAYORAL STAFF COMMENT:** None.

**ADOPTION AGENDA**

Approval of the Record of Action Items for December 15, 2009

**ACTION:** Motion by Mr. Singh, second by Mr. Morton, to approve.

**VOTE:** 6-0; Nelson-yea, Moser-yea, Morton-yea, Barros-yea, Bonanno-not present, Gin-not present, Standifird-yea, Singh-yea

**INFORMATION/DISCUSSION ITEMS:**

**ITEM-1:** Goals of the Commission

**ACTION:** No action taken. Discussion only.

**DISCUSSION:**

- Other cities do things differently than SD does, for example in other cities, one would pay in a turnstile etc while visiting that city.
- Use TOT to fund things for the city, whether it is general funds or other. About half goes to general funds.
- Want to have the budget done by April 2010
- Possible focus groups in communities to assess the needs
- The council has already said that they want a survey done
- How can the city be more friendly when it comes to starting/ accepting new businesses, also the quality of life, how do we attract more talent? (founder and owner of Souplantation was spoken to)
- Research may have to be done to assess the needs of the people

- The quality of the community should be a part of the goals
- Who are the key players for the 4 different areas?
- Get SANDAG to help assess what needs are
- Reports about the Top 10 largest cities (economic competitiveness)
- Resources may be depleted in the city due to new buildings and businesses (which is occurring in LA), which may create jobs, but there is a social cost that goes along with it and it may not add revenue to the city
- 5 cents go to a certain part of the city through TOT
- Pay 15 dollars for TOT, as well as concerns about tax dollars going back into the community. Revenue from small businesses to create jobs. Someone mentioned a concern about whether small business will hurt rather than help the San Diego budget.
- Research strategies to max revenues of the city which goes towards the city's core function of services including neighborhood infrastructure improvement i.e. landscaping, sidewalk improvements etc (according to the city councilmember's).
- "How much are false alarm fees?" - Possible increase in those fees.
- "Have there been revenue requests regarding parking fees, meter fees etc?"
- There was just an increase in user fee recovery costs last year which was a whole wide range of fees which creates an issue about resources
- There is a list of cities within SD about revenue fees, goal is to find out what all of them are, and the city does need additional revenue. What are the likely sources?
- Voted on the time of a large meeting venue, times, and dates etc. (Thursday at 5pm).
- Want to propose recommendations for the 2010 ballot ready to present to council the week of June 17th or sooner
- There were discussions about the types of businesses that generate different types of revenue such as hospitals etc.
- Where do we import things to and who do we receive them from?
- Should we have tighter integration between other cities in the world
- There has been a large focus on knowledge based industries
- Small businesses should be thought of as their own sector
- July 1, 2011 is when the fiscal year ends
- Economic competitiveness such as quality of work
- Travel and Tourism (hotels etc) will generate revenue
- The following have agreed to volunteer/ help with the budget in SD: Lani Lutar who is the CEO of SD Tax Payers Assoc., also Dir. of urban studies and planning studies at UCSD, Eric Bruvall president of National Univ. Institute for policy research. Adam Summers has been invited – policy analyst at the Reason Foundation (non profit think tank), has an MA in economics, occasional contributor Richard Carson former chair of dept of econ at UCSD; Dr. Baxamusa at Center on policy initiatives, he has a standing invitation as soon as the info is available for update.
- Issue of peer review was discussed at first meeting. Don't want an academic level

of peer review. Goal is to not allow info to come to them from a source where others don't have a chance to look at it and share reviews. People can either agree or disagree

- 2 members were not present at the meeting. Meet every time they have a quorum. A calendar of meetings needs to be established. When there is an absence of staff
- As they develop a work plans, ask not what your commission can do for you, but ask what you can do for your commission.
- Breanna and Elaine will meet once a week to have coordination between budget committee
- Status of revenue audit discussed- made progress towards completing it, including independent review
- Approval of the record of action. 2 requests for info by commissioners.
- Open ended discussion is a big part of the day's meeting. Several lengthy conversation with Mr. Mud regarding task force
- There ought to be discussion about what these things mean to us; one is to review the findings of the city's independent auditor on third party revenues and make recommendations to the mayor. In terms of making recommendations; the council wants recommendations. Other alternatives were recommended. Concerns about progress being made on city wide surveys. Want to ensure that they are being charged appropriately compared to other jurisdictions, or is SD being overcharged. He has read that SD city receives a smaller share in the division of property tax dollars than other cities. "X" amount goes to county, school city etc. SD's cue is smaller. Make it a "parking lot issue" to come back to. Want to make sure it is in the constitutional amendment. Recommendation may be to rectify for equity.
- Working with contractors, done a rough draft calling out the results of the survey, an assessment of the services in SD, questions about their city and the willingness to pay more, questions about major problems, have cut and pasted main points, and it is being modified. Will be going to meeting with the draft, have not asked the councilmember's yet. Will take place in March and will be available by April.
- Concerns about whether or not residents have a landline to receive info about the city etc.
- Perceived roles: being a "supervisor", reviewing documents and the findings and making recommendations to the council, "how do you want to incorporate us in informing the process as the survey gets completed?"
- The survey will help decide whether additional revenue is needed

**STANDING ITEMS/UPDATES:** None.

**ACTION ITEMS:**

- ITEM-2      Appointment of Vice Chair**  
    **ACTION** Motion by Mr. Morton, second by Mr. Singh for Roque Barros to serve Vice Chair  
    **Vote** 6-0; Nelson-yea, Moser-yea, Morton-yea, Barros-yea, Bonanno-not present, Gin-not present, Standifird-yea, Singh-yea
- ITEM-3      Appointment of Parliamentarian**  
    **ACTION** Motion by Mr. Morton, second by Mr. Barros for Ted Bonanno to serve as Parliamentarian.  
    **Vote** 6-0; Nelson-yea, Moser-yea, Morton-yea, Barros-yea, Bonanno-not present, Gin-not present, Standifird-yea, Singh-yea
- ITEM-4      Approval of Commission Calendar**  
    **ACTION** No action taken. Item will return to Commission for further discussion.  
    **Vote** No vote taken.
- ITEM-5      Commission Work Schedule**  
    **ACTION** No action taken. Item will return to Commission for further discussion.  
    **Vote** No vote taken.

Bob Nelson  
Chair